

## Message Text

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15

ACTION EB-07

INFO OCT-01 EA-09 ISO-00 /017 W  
----- 068012

P 170825Z DEC 75

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC PRIORITY 8426

USDOC WASHDC PRIORITY

UNCLAS HONG KONG 14871

STATE FOR EB; COMMERCE FOR ROY GOOTENBERG

E.O. 11652: N/A

TAGS: BEXP, HK

SUBJECT: AMERICAN FORTNIGHT - IN-STORE PROMOTION SEGMENT

REF: A. HK 13184; B. HK 14440.

1. SHUI HING HAS NOW REPORTED ITS PURCHASES THAT WERE MADE IN  
ADDITION  
TO NORMAL BUYING AND REPLENISHMENT. THIS IS TO COMPLETE THE  
PRELIMINARY  
DEPARTMENT STORE REPORTS IN THE IN-STORE PROMOTION SEGMENT OF THE TWO

-  
WEEK PROMOTION. SHUI HING IS REPORTING, AS WERE THE OTHER STORES  
IN REF. B, FOR ITS MAIN STORE AND BRANCHES TOGETHER. SHUI HING ATTRI-

BUTES TO THE AMERICAN FORTNIGHT PROMOTION US\$230,000 IN INCREMENTAL  
PURCHASES. THEY STATE THE PROMOTION INCREASED THEIR SALES OF AMERICAN

PRODUCTS FOR THE PERIOD OF THE FORTNIGHT OCT 18-NOV 2 BY 38PCT AND  
THAT  
A CONSIDERABLE AMOUNT OF THIS MOMENTUM IS BEING MAINTAINED.

2. WE HAVE RECEIVED THE DETAILED REPORT WITH ALL NECESSARY SUPPORTING

DOCUMENTS FOR THE FIGURES GIVEN IN REF. B FROM WING ON AND MODE  
ELITE. THESE REPORTS HAVE ALREADY BEEN FORWARDED BY POUCH TO  
GOOTENBERG.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 17 DEC 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
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**Disposition Reason:**  
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**Film Number:** D750438-0553  
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